
**© THE QUEEN'S PRINTER FOR
ONTARIO
2000**

REPRODUCED WITH PERMISSION

**L'IMPRIMEUR DE LA REINE POUR
L'ONTARIO**

REPRODUIT AVEC PERMISSION

micromedia
a division of IHS Canada

20 Victoria Street
Toronto, Ontario M5C 2N8
Tel.: (416) 362-5211
Toll Free: 1-800-387-2689
Fax: (416) 362-6161
Email: info@micromedia.on.ca



ONTARIO

Ministry of Agriculture,
Food and Rural Affairs

[central site](#) | [feedback](#) | [search](#) | [site map](#) | [français](#)

[HOME](#)

[WHAT'S NEW](#)

[CALENDAR](#)

[PRODUCTS](#)

[NEWS RELEASES](#)

Ontario Turkey Research and Services Committee

[Table of
Contents](#)

[Aquaculture](#)

[Beef](#)

[Broiler](#)

[Dairy](#)

[Deer](#)

[Egg Layer](#)

[Equine](#)

[Fur Bearing](#)

[Goat](#)

[Pork](#)

[Sheep](#)

[OASCC Index](#) |



Table of Contents

- [Executive Summary](#)
- [Introduction](#)
- [State of the Industry](#)
- [Action Taken on Last Year's Recommendations](#)
- [Recommendations](#)
- [Ontario Turkey Industry Research and Services Committee Membership](#)

EXECUTIVE SUMMARY

This report is based on the discussions at the Committee's annual meeting. The areas presented in this report and identified as priorities are the same as last year's. The Number One priority last year is being researched adequately through a co-operative Grow Ontario project. Other priority research needs were not met as will be discussed in the section of this report entitled, Action taken on last year's recommendations.

It was agreed by the Committee members that an expanded committee would be appropriate and encouraged. Proposed members will be mentioned at the end of the Committee membership list.

| [Table of Contents](#) | | [Top of Page](#) |

INTRODUCTION

The turkey committee meeting was held in conjunction with the meeting of the broiler committee on July 15, 1998 at the Kay House, Arkell. The committees discussed areas of mutual concern and reviewed the listing of poultry research projects of the University of Guelph. More information regarding this listing was requested by the Committee members, particularly the FTE and dollar amounts allocated, as well as amounts of external or matching funds of each project.

The poultry research day held in February, 1998 at the OMAFRA head office, Conference Centre, was well attended and received. However, many of the presentations were given by researchers from other institutions. Perhaps a more Ontario-based (U. of G) research day would be appropriate in order to familiarize the Ontario poultry industry with the excellent research and researchers being funded through this system.

[| Table of Contents](#) | [| Top of Page](#) |

STATE OF THE INDUSTRY

Ontario has a stable turkey industry which produces 42.5% of Canada's turkeys. Ontario's population has increased from 8.2 million (1974) to 11.41 million (1997). The number of turkey producers in the province has not followed suit, ranging from 154 to 168 over the past 15 years.

There are six registered turkey hatcheries out of 19 across Canada. There are 10 federally-inspected turkey slaughter plants and 13 provincially-inspected poultry plants. Ontario is a major player in the further processing industry with 119 federally-inspected further processing plants.

Farm cash receipts for the Ontario turkey industry are \$124.1 million, up from \$46 million in 1974, and production quota allocation stands at 54.5 million kilograms (this includes conditional allotments for primary and multiplier breeders).

Although Ontario's population has grown dramatically, the per capita consumption of turkey at approximately 4.9 kg has remained stable. Processors are working diligently in cooperation with the producer marketing board to expand the fresh turkey and parts market in Ontario.

Within the commercial foodservice industry, the consumption of turkey entrees has remained constant; however, there have been dramatic increases in the popularity of turkey sandwiches and turkey submarines since 1993.

An increase in price of turkey production quota from approximately 85¢/lb to \$1.18/lb occurred just recently. Otherwise, the industry has been stable with growth in the >8 kg market.

[| Table of Contents](#) | [| Top of Page](#) |

ACTION TAKEN ON LAST YEAR'S RECOMMENDATIONS

RECOMMENDATION #2: MARKETING STUDY **PRIORITY
1-A**

TO: ARIO, AAFC, CARC, OMAFRA, U OF G

An economic study involving retailers, consumers, processors, producers and further processors is needed to assess the potential of the Ontario market.

The consumption of turkey in Ontario has stayed at the stable level of 4.8 kg/person/year for many years.

A "needs" assessment and comparison should be done to understand the differences in consumption patterns/product lines, etc. of other regions (countries) that have a higher per capita consumption rate of turkey than Ontario.

RESPONSE:

ARIO

recognizes the need for marketing strategies to assist an industry in maintaining and/or expanding its market share. The mandate of ARIO is to review the research needs of the agriculture industries. It can be argued that the recommendation as described above is a service need as the basic research information is available and needs to be compiled and analyzed. It would be appropriate for this to be forwarded to the University of Guelph and OMAFRA (Agriculture & Rural Division) for response.

University of Guelph

is not addressing the recommendations outlined above in the Animal Research Program in 1998-99. However, with OASCC and OMAFRA direction, we will again put out a call for this research undertaking in 1999-2000.

[| Table of Contents](#) | [| Top of Page](#) |

**RECOMMENDATION #3: DETERMINATION OF
FEED INGREDIENTS/NUTRIENT EVALUATION** **PRIORITY
1-B**

TO: ARIO, AAFC, CARC, OMAFRA, U OF G

More research is need in this area as 70% of turkey meat production costs is feed. Carbohydrate digestibility and protein digestibility values are needed for all ages and breeds of turkeys for the more common feed ingredients used in Ontario turkey diets.

RESPONSE:

ARIO

acknowledges the economic significance of feed input costs. More efficient feed management/utilization reduces these costs and ultimately results in increased competitiveness of the industry as a whole. The 1997-2001 approved poultry research program addresses the above recommendation through work that can be done under Objective 1, Goal 1.1 (*"To improve biological efficiency by identifying improvements in poultry nutrition and health which increase digestive efficiency, reduce metabolic and reproductive disorders and promote desirable product composition or performance"*)

University of Guelph

is addressing the recommendations concerning Turkey
Ingredients/ Nutrient Evaluation by the following research project:

Project #	Leader:	Title:
16120	Smith, T.	Applications of feeding polyamines to poultry.

Complete details regarding the research undertakings listed can be found on the University of Guelph/OMAFRA research website at: www.uoguelph.ca/research/omafra/research_prog.

| [Table of Contents](#) | | [Top of Page](#) |

RECOMMENDATION #4: REDUCTION OF MORTALITY OF TURKEY POULTS

**PRIORITY
2-B**

TO: ARIO, AAFC, CARC, OMAFRA, U OF G

Research is needed to identify the most prevalent factors influencing poult mortality. Development of husbandry techniques to optimize production are also needed.

RESPONSE:

ARIO

recognizes the importance of poult mortality to the turkey industry. Objective 1, Goal 1.6 addresses this recommendation through research that can be done "to improve the survival of neonatal poultry.

University of Guelph

is not addressing the recommendations outlined above in the Animal Research Program in 1998-99. However, with OASCC and OMAFRA direction, we will again put out a call for this research undertaking in 1999-2000.

In addition, we would like the committee to note that several publications on this subject are soon to be released from the laboratories of Dr. Ian Duncan.

| [Table of Contents](#) | | [Top of Page](#) |

RECOMMENDATIONS

1. Health (Priority 1-B) Solving E. Coli Losses of the Ontario Turkey Industry

The On-going Grow Ontario research project is addressing this priority. Dr. Bruce Hunter and Dr. Ian McMillan and their two graduate students are working towards the 2nd milestone of this project. The completion date is scheduled for January 1999. The project is co-operatively funded by the Ontario Turkey Producers' Marketing Board and Grow Ontario. The four major processors are also partners of this project.

2) Marketing Study (Priority 1-A)

The consumption of turkey in Ontario has stayed at the same level since the seventies. An economic study involving retailers, consumers, processors, producers and further processors is needed, perhaps by the Family and Consumer Studies Department (U of G), to assess the potential of the Ontario market. The comparison should highlight the differences in consumption patterns/product lines etc. of other regions (countries such as U.S. and France) that have much higher consumption rates than Ontario.

3) Nutrient Evaluation For All Ages and Breeds of Turkeys for Common Feed Ingredients

4) Utilized in Commercial Turkey Ratios (Priority 1-B)

More research is needed on this area as 70% of turkey meat production costs is feed. Carbohydrate digestibility and protein digestibility value are needed for all ages and breeds of turkeys for the more common feed ingredients used in Ontario turkey diets

5) Improvement of Liveability and Performance of Turkey Poults (Priority 2-B)

Research is needed to identify the most prevalent factors influencing poult mortality. Development of husbandry techniques to optimize production are also needed.

[| Table of Contents |](#) [| Top of Page |](#)

**ONTARIO TURKEY INDUSTRY RESEARCH AND
SERVICES COMMITTEE Membership (1997 - 1998)**

Diane Spratt, Chair OMAFRA R.R. #2 Guelph, Ontario N1H 6H8 OMAFRA REPRESENTATIVE	Paul Vanderzanden OTPMB 60 New Dundee Kitchener, Ontario N2G 3W5 BOARD REPRESENTATIVE
Jim Blackman Shur-Gain Research Mississauga, Ontario N4X 1C7 FEED INDUSTRY REPRESENTATIVE	Dr. Bruce Hunter Dept. of Pathology OVC, University of Guelph Guelph, Ontario N1G 2W1 RESEARCH REPRESENTATIVE
Dr. Lloyd Weber LEL Farms 519 Maltby Rd. W. Guelph, Ontario N1L 1G3 VETERINARIAN REPRESENTATIVE	Steve Clark Cold Springs Farm Box 100 Thamesford, Ontario N0M 2W0 HATCHERY PRODUCER/PROCESSOR REPRESENTATIVE

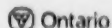
ADDITIONAL COMMITTEE SUGGESTIONS

Dr. Helen Wojcinski Hybrid Turkeys Kitchener, Ontario PRIMARY BREEDER REPRESENTATIVE	Ken Cassidy Maple Leaf Poultry New Hamburg, Ontario PROCESSOR REPRESENTATIVE
Scott Chambers Cuddy Farms Strathroy, Ontario HATCHERY REPRESENTATIVE	Jorge Cota Cold Springs Farm Ltd. Thamesford, Ontario BREEDER REPRESENTATIVE

| [Table of Contents](#) | | [Top of Page](#) |

| [Education, Research & Laboratories Home Page](#) |

| [Central Site](#) | [Feedback](#) | [Search](#) | [Site Map](#) | [Français](#) |
| [Home](#) | [What's New](#) | [Calendar](#) | [Products](#) | [News Releases](#) |



This page maintained by the Government of Ontario

This information is provided as a public service, but we cannot guarantee that the information is current or accurate.
Readers should verify the information before acting on it.

Feedback and technical inquiries to: research@omafra.gov.on.ca
©Copyright 2000 [Queen's Printer for Ontario](#)